

WASHINGTON, D. C., SUNDAY, JULY 24, 1910.

6x9-ft. **MATting RUGS**
Regular \$2.00 value

At 89c

40 of these 6x9 Japanese Matting Rugs to be closed out at 89c each. Better act promptly if you want one.

They are close woven on cotton chain, in handsome medallion and conventional designs of red, green, and tan.

Best Granulated
SUGAR

2 lbs. for

9c

This Coupon and 9c entitle the bearer to TWO pounds of best Granulated Sugar Monday, July 25.

"It Pays to Deal at Goldenberg's"
Goldenberg's
Seventh and K "The Dependable Store"

STORE HOURS

We Close at 5 o'clock Daily, Excepting Saturdays.

Close Saturdays During July and August at SIX O'CLOCK. SHOP EARLY.

5c Cakes of
Sweetheart Soap,

2 for 6c

This Coupon and 6c entitle the bearer to TWO regular 5c cakes of Sweetheart Soap, for toilet or bath, Monday, July 25.

40-in. **NAINSOOK,**
12-yd. pieces **At 98c**

Regular price, \$1.75.

200 pieces of English Nainsook—40 inches wide (note the unusual width) offered to-morrow at 98c each.

Soft chamois finish for making cool underclothes.

Each piece is warranted to contain 12 yards. Sale price, 98c a piece instead of \$1.75.

121-2c to 25c Draperies
at 71-2c yd.

One of the biggest values you've ever known in drapery materials. The lot includes heavy quality double printed Art Serims, Cretonnes, Crepe, Silkollins, and Madras, in light and dark colorings; choice of floral and figured designs. Materials suitable for curtains, draperies, and scarfs. Sale price, 71c yd.

25c Vitropane
Reduced to 9c yd.

All the odd rolls of one pattern each are to be closed out to-morrow at 9c a yard. Colors of red, green, blue, rose, white, and black. Vitropane is the newest and most popular window decoration and substitute for stained glass. Obstructs the view, but admits the light. (Fourth floor.)

To-morrow we inaugurate our Half-yearly

Pre-Inventory Sales

PRE-INVENTORY SALE—an event that has for its purpose the closing out of stock we do not wish to count in our stock-taking. It is one of the store's most important money-saving events—so understood and appreciated by regular patrons who have shared in former clearance sales.

In carrying out our policy of selling in season all seasonable goods instead of waiting until the season is over, prices have been marked down regardless of cost or former selling figures.

Extraordinary economies abound on all sides. To

the thrifty buyer this "Pre-Inventory" Sale means opportunity-time—it means that you can supply your needs for the present and future at astonishingly low prices.

Remember the hot weather yet ahead and see how

little it costs to be comfortable. Every department in the store is in line with its share of stirring values. To make sure of not missing any of the good things, you should read every line of this advertisement.

25c Extra Size Towels,
15c each

The balance of a recent big purchase of towels to be closed out at 15c each. They are extra large size Unbleached Hemmed Turkish Towels, the heavy-weight, two-thread kind, that wear so long.

Size 24x44—note the unusual size. **30c HUCKABACK**—20 pieces of 20-inch German Linen Huckaback, in a line of attractive patterns, such as floral designs and stripes. Suitable for scarfs or towels. Every thread warranted all-pure linen. Clearance price, yard..... 19c

36-in. White Irish
Linen, 25c yd.

Regular 45c value. 10 pieces of this yard-wide extra-heavy white Irish Linen Sating—the most fashionable material used this season for separate suits and suits. The desirable rough weave. Every thread warranted all-pure linen. (Linen Department.)

Clearance Sale Footwear

Values worth \$2,
\$2.50 and \$3.

\$1.69

For women, misses,
and children.

Lines that have become broken in size and other footwear we do not wish to count in our stock taking, go to make up this big clearance offering of summer shoes at \$1.69 a pair.

Choice of a range of styles that meets every requirement. Women's low shoes, including Ankle-Strap Pumps, Eclipse Ties, Sallor and Blucher Ties, two and three button Oxfords, Welt and McKay sewed soles. High and low heels. Tipped and plain toes. Sizes 2 to 7, A to E widths. All leathers—tan calf, brown kid, gun metal calf, patent calf, and black suede.

Misses' and Children's Oxfords and Ankle-Strap Pumps, in tan, black, suede, and patent leather; also white buckskin. Sizes 1 1/2 to 2, and growing girls' sizes from 2 1/2 to 5.

Boys' Blucher Oxfords, in gun metal, patent calf, and tan kid; hand sewed welt, and McKay sewed. Sizes 11 to 13 1/2 and 1 to 5 1/2. Choice of regular \$2, \$2.50, and \$3 values, at \$1.69 pair.

LARGE ROOM-SIZE RUGS
Have Been Sharply Reduced

It will pay you to anticipate your fall and winter needs now, while clearance prices rule on these large room size rugs. It is clearing time for them—and this is the way we have sacrificed the values:

Room-size Axminster Rugs; size 8 ft. 3 in. by 10 ft. 6 in.—best high-pile fabric. The well-known Alexander Smith & Sons' make. Perfectly matched designs—samples of 1910 fall patterns. Choice of floral, conventional, and oriental effects in various rich colorings. Regular price, \$25.00. Reduced to..... **\$14.75**

Largest room-size Brussels Rugs (9x12 ft.), made in one piece, in floral, medallion, and conventional designs to harmonize with any room decoration. Heavy hemmed ends, a feature that prevents curling. Regular price, \$18.00. Reduced to..... **\$10.75**

All-Over Embroidery and Lace
Princess Dresses, Regular \$10.00 values at... \$3.98

This is the manufacturer's clearing time, as well as ours. We bought this lot of handsome summer frocks at an immense sacrifice because the maker wanted to wind up his season's business.

They are lingerie, embroidery, and lace trimmed dresses of soft French Mull material, elaborately inserted with Swiss embroidery, combined with insertions of Point Venice lace.

In dainty shades of lavender, pink, light blue, and white. The identical style and quality dresses sold in other stores at \$10. Here to-morrow at \$3.98.

Remarkable Pre-Inventory Sale Reductions
on Embroideries and Laces

5c Linen Lace Insertion; assorted designs. Pre-Inventory Sale price, yard..... **2c**
10c Nainsook Embroidery, in dainty baby patterns. Pre-Inventory Sale price, yard..... **5c**
5c and 8c Embroidery Edges, assorted patterns. Pre-Inventory Sale price, yard..... **3c**
12 1/2c Swiss Embroidery Insertions, in baby patterns. Pre-Inventory Sale price, yard..... **7c**
13c and 15c Swiss Embroidery Edges, finest needle work patterns. Pre-Inventory Sale price, yard..... **12c**
25c Swiss Embroidery Bands, wide widths. Good variety of patterns. Pre-Inventory Sale price, yard..... **12c**
10c and 12 1/2c Val Laces, Edgings, and Insertions; various patterns. Pre-Inventory Sale price, yard..... **5c**
11c Swiss Embroidery Shirt-waist Fronting; 5-8-yard lengths. Pre-Inventory Sale price, yard..... **2c**
5c Swiss Embroidery Flouncings, 18 inches wide; various designs. Pre-Inventory Sale price, yard..... **2c**
5c Corset Cover Embroidery, ribbon heading edge. Pre-Inventory Sale price, yard..... **2c**
2c and 3c Embroidery Skirting, fine quality swiss and nainsook. Pre-Inventory Sale price, yard..... **1c**
13c Swiss Embroidery Flouncings, full 27 inches wide; various patterns. Pre-Inventory Sale price, yard..... **5c**
11c and 12c Swiss Embroidery Shirt-waist Frontings, 5-8-yard lengths. Pre-Inventory Sale price, yard..... **5c**
11c and 12c Swiss All-over Embroideries, 22 inches wide. Good assortment of patterns. Pre-Inventory Sale price, yard..... **6c**

Special lot of Valenciennes Laces, edgings, and insertions. A large variety of new and fancy patterns, suitable for trimming dresses, waists, lingerie, &c. Full 12 yards in each piece. Values worth 25c and 30c. Pre-Inventory Sale price..... **15c**

5c and 7c Black Silk Jetted Bands. Pre-Inventory Sale price..... **2c**

Two-yard-wide Dress Nets, in white, butter, and arabe colors. Fine mesh. Regular 6c value. Pre-Inventory Sale price, yard..... **26c**

7c Silk Dotted Hat Net, 42 inches wide. Pre-Inventory Sale price, yard..... **4c**

11c Tucked and Embroidered Dress Nets, 24 inches wide. Pre-Inventory Sale price, yard..... **5c**

Final Clearance of Silk
Dresses \$8.98

For choice of values worth up to \$20 and \$25.

That's the way we sacrifice values when clearance is desired. Plenty of wearing time ahead to enjoy the pleasures of these handsome silk dresses, and the price we name for them is but a small part of the original cost.

The lot consists of plain Taffetas, Messalines, check and striped Taffetas, &c. All prettily trimmed in a wide range of this season's most effective designs, with yokes and fronts, finished with dainty lace cuffs and all-over sunburst-plaid effects. Choice of black and leading shades.

Linen Coat Suits and Colored Tub Dresses \$2.98

Worth \$5 to \$8.

An accumulation from recent special sales and purchases, including two-piece Linene Coat Suits, in several stylish designs, and colored gingham one-piece Wash Dresses, in checks, stripes and plain colors.

Sizes are somewhat broken. Be here early for best choice of garments worth \$5, \$6.50, and \$8, at \$2.98.

\$3 Rockers, \$1.69

15 round-wood Arm Rockers—good, comfortable kind for porch or lawn. Strongly made and full size. Reduced to \$1.69 each. (Fourth floor.)

5c Porch Seats,
Three for 5c.

Last of a big shipment of heavy, large-size Japanese Porch Seats, well made of rush straw. Clearance price, THREE for 5c.

Boys' Play Suits
Reduced to 75c.

Boys' Play Suits of tan-color Khaki duck material—choice of three kinds: "Indian Chief," with long feathered head piece; "Rough Rider," and "Cowboy," with leather fringed trousers. All three kinds in sizes 3 to 11 years. (Third Floor—Boys' Clothing Dept.)

MONDAY COUPON SALES

5c Cornstarch, 2 for 6c.
This Coupon and 6c for TWO regular 5c packages of Continental Brand Cornstarch.

5c Laundry Soap, 2 for 6c.
This Coupon and 6c for TWO regular 5c packages of Swift & Co.'s Golden Oleine Laundry Soap.

10c Macaroni, 6c.
This Coupon and 6c for regular 10c packages of best quality Macaroni.

12c June Peas, 2 for 13c.
This Coupon and 13c for TWO regular 12c cans of Early June Peas, select quality.

15c Talcum, 7c.
This Coupon and 7c for regular 15c box of Munsy's famous Witch Hazel Talcum Powder.

5c Md. Biscuit, 2 for 6c.
This Coupon and 6c for TWO regular 5c packages of Maryland Biscuit Co.'s Lunch Crackers, Baby Snaps, or Maryland Biscuit.

Ammonia, 4c Bottle.
This Coupon and 4c for large-size bottle of Household Ammonia, full strength.

25c Dandierine, 15c.
This Coupon and 15c for regular 25c bottle of Dandierine, for the hair and scalp.

10c Bromo Seltzer, 5c.
This Coupon and 5c for regular 10c-size bottle of Emerson's Bromo Seltzer, the well-known cure for headache.

Summer Undermuslins, 69c
Clearance of lines worth up to \$1.25

Garments that have become mussed and rumpled from display, or that show signs of being handled, are included in this lot at 69c. A golden opportunity for the woman who wants to replenish her supply of summer underwear at a big saving.

The lot includes Muslin, Cambric, and Nainsook Gowns, Long Skirts, Drawers, Corset Covers, Long Chemise, and Combination Garments. Best quality materials, trimmed in a number of styles, with laces, embroideries, and ribbons.

Clean-up of \$5 and \$6 Walking Skirts \$2.69

To clear the racks of summer skirts, take your choice of these stylish Walking Skirts of Mohair, Brilliantines, Homespuns, Cheviots, Diagonals, Panamas, and fancy mannish effects, at \$2.69. They're offered from lines that sold at \$5 and \$6. Mostly kilted or plaited models—every skirt this season's style.

In grays, browns, navy blue, and tan color.

3x6-ft. Crex Rugs, 69c each
Sold regularly at \$1.50

75 Crex Matting Rugs, in red and green, with tape-bound sides and fringed ends. Sanitary and durable. They are three by six feet—good size for bathrooms and bedrooms. Clearance price, 69c each.

Portieres and Covers, 98c
Were \$1.50, \$2, and \$2.50

We don't want to count these goods in our inventory—and to close them out to-morrow, the prices have been sharply reduced. Odds and ends of Couch Covers, Table Covers, and Portieres in the lot. The portieres are 50 inches wide and 2 yards long; bordered and fringed styles; suitable for single-door draperies. The couch covers are 60 inches wide and 3 yards long. The table covers are 6-4 and 8-4 sizes; fringed all around.

Colorings of green, red, and blue. Sale price, 98c for choice.

Men's 50c Underwear, 25c
Reduced to

This Pre-Inventory Clearance Sale brings forward some remarkable values in Men's Underwear, and halved prices are the rule to clean up odds and ends of regular stock.

At 25c a garment, choice is offered of several lines of men's regular 50-cent Summer Underwear, including Morris-make Athletic Underwear of check nainsook, striped and figured Madras, and Cambric; also Egyptian Embroidered Underwear, shirts and drawers to match.

All regular 50c garments, at 25c each. Men's 50c "Lawrence Mills" Undershirt, of fine Egyptian Balbriggan; shirts with short sleeves; drawers with double bicycle seat styling. Choice of five different sizes. Always sold at 50c. Clearance price..... **29c**

Men's 75c White Plaited Negligee Shirts; extra full cut and perfect fitting. Choice of five different styles. Plaits. Clearance..... **39c**

60-inch Table Damask, 29c yd.
Regular 45c value

Get a supply of this excellent quality Table Damask while the price is down to rock-bottom. 60-inch Bleached Satin Damask, with handsome mercerized finish that is guaranteed permanent, and which washing cannot affect. Excellent grade for general wear. Choice of seven patterns.

40-inch Printed Lawns, 87c yd.
Regular 20c value at

Sharp and decisive reductions mark our preparations for inventory in the wash goods department. One of the biggest value offerings of the entire summer season is this offering of regular 20c Printed Lawns at 87c a yard.

It is 40-inches wide—note the unusual width—and is shown in an unlimited variety of new and exclusive styles. All white grounds with dainty printings of stripes, figures, scrolls, and conventional designs. Nothing prettier or more desirable for cool summer dresses.

DRESS GOODS REDUCED

5 pieces of 38-inch All-wool Cream Storm Serge, a heavy double hard-twisted quality. Regular 65c value. Pre-Inventory Sale price..... **48c**

13 pieces of 36-inch Mohair Brilliantines; this grade is especially made for bathing suits; salt water does not affect the color or wearing qualities. Colors include medium and dark navy blue, rich jet black, and brown. Regular 39c value. Pre-Inventory Sale price, yard..... **25c**

44-inch All-wool Imported French Voile, with the much-desired and popular wave-weave finish. Colors of black, brown, gray, and tan. Regular 75c value. Pre-Inventory Sale price..... **39c**

27-inch Pongee Silks, 19c yd.
Regularly 39c

The balance of our stock of regular 39c Pongee Silks at half regular price for clearance. 27 inches wide—with self-color figures and stripes. Choice of old rose, reseda, brown, cream, and plenty of the fashionable tans and natural color. A handsome dress may be obtained at very small cost to-morrow.

Boys' Blue Serge Suits, \$5
Regular \$9 value at

In order to dispose of our stock of boys' navy blue serge suits, we have made this sweeping sacrifice of the better kinds. Boys' navy blue pre-Worsted Serge, double-breasted Suits, with Knickerbocker pants, sizes 9 to 14 years. Guaranteed not to fade or break in the seams. Carefully tailored and strongly sewed.

75c and 85c Linoleum, 29c
At a square yard

A lot of Cook's heavy-weight cork-filled Printed Linoleums, in a quarter width, offered at a price that's less than present mill cost. Full rolls included, so you may buy just as much as your need calls for. In light and dark colorings, showing mosaic, tiling, inlaid, and parquette flooring designs. Grades usually sold at 75c and 85c, for 29c a square yard.

\$1.50 and \$2 Nottingham Lace Curtains... 98c pr.

About 200 pairs in the lot; one to six pairs of a pattern. In white and Arabian shades; 3 and 3 1/2 yards long; 50 and 54 inches wide. Good quality round-thread Nottingham lace curtains, in a number of pretty patterns. Pre-Inventory Clearance price, 98c a pair.

18c China Mattings, \$3.98
40-yd. Rolls at

We've just 31 rolls to sell at this astonishingly low price—not enough to supply those who come late.

It is the heavy-weight seamless China Matting, close woven, smooth-finish straw, in check and stripe patterns of red, green, and blue. Strictly reversible kind that gives double service. Regular price, 18c a yard. Clearance price, \$3.98 for rolls containing 40 yards.